

# INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members  
Only

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## Methods of Canning Waste Treatment Are Described

At the Illinois Canners School for Growers, Canners, Fieldmen, and Plant Operators held in Urbana, January 9-11, Robert A. Canham, sanitary engineer of the N.C.A. Washington Research Laboratory, spoke on "Methods of Canning Waste Treatment in Use."

In this talk it was pointed out that although the two general forms of waste from canning operations, i.e., solid and liquid, both contain organic materials there has been little success attempting to recover usable by-products due primarily to economic considerations.

Pressure from regulatory agencies as well as other individuals and groups has provided the impetus for a canning waste disposal program which covers a span of the past 30 years. During that time the N.C.A. has been active in searching for the best and most equitable solutions to the problem.

Existing methods of treatment were outlined and discussions of each with color slides were given. Emphasis was placed on the advantages and disadvantages of the various methods.

## Agricultural Research Men Meet on Tomato Breeding

An informal meeting of tomato breeders and others interested in tomato breeding problems was held at the University of Illinois on January 8 and 9. Organized by tomato breeders from the University of Illinois and Purdue University, the meeting received the active support of members of the N.C.A. Raw Products Technical Advisory Subcommittee on Special Vegetable Projects. The meeting, an outgrowth of an August conference of midwestern tomato breeders at Purdue University, was attended by midwestern and eastern state agricultural experiment station personnel, seedsmen, and numerous canner representatives.

The primary objective of the meeting was to bring together research personnel of the experiment stations

## Plans for Golden Anniversary Banquet Entertainment; Seating Lists To Be Made; Formal Attire Unnecessary

Names, songs, and events will be the cloth from which entertainment is being fashioned for the Golden Anniversary Banquet celebrating N.C.A.'s 50th anniversary, Sunday evening, February 17, in the Grand Ballroom of the Palmer House, Chicago.

with seedsmen and agricultural research men of the canning industry to discuss mutual problems involved in improving tomato production and quality through breeding.

Dr. E. C. Stevenson of Purdue University was chairman of the conference. A report on acidity in tomatoes was presented by Dr. J. P. McCollum and R. E. Anderson, and research on breeding tomatoes for improved red color was discussed by Dr. A. E. Thompson of the University of Illinois. Dr. M. L. Tomes of Purdue University summarized the results of the 1956 Indiana tomato trials. A discussion of cooperative programs from the standpoint of the canning industry was presented by Dr. J. O. Young of Libby, McNeill & Libby. Dr. T. S. Hamilton, Associate Director of the Illinois Agricultural Experiment Station, outlined the development of cooperative programs as regards federal, state and industry participation. Breeding for resistance to tomato fruit cracking was discussed by Dr. G. B. Reynard of Campbell Soup Company. Group discussions of acidity, color and tomato fruit cracking were led by Wayne Robbins of Campbell Soup Company, M. L. Tomes of Purdue University, and C. A. John of H. J. Heinz Company, respectively.

As a result of the interest shown in the conference a special committee of six was elected by the group to formulate recommendations for an informal organization of tomato breeders. Wayne Robbins of Campbell Soup Company and W. D. Tyler of Curtice Brothers Co. were elected canner representatives, Dalton Ozanne and Bruce Root as seed trade representatives, and M. L. Tomes and V. N. Lambeth to represent the experiment station breeders. The committee also was requested to make arrangements for future meetings of this type.

Ticket request forms have been mailed to all members and it is urgently requested that these be returned as promptly as possible, in order that table and seating arrangements may be made. If request forms have been mislaid, it will only be necessary to write to the N.C.A., listing the names of those who will be present, and enclosing a check in the amount of \$17.50 a person.

In the first announcement of Banquet plans, it was suggested that it would be a formal affair. Since then, however, and in response to many suggestions, the Convention Program Committee wishes it understood that formal attire is not required. The Committee appreciates that dinner clothes become a heavy burden when packing for a business trip such as the annual convention.

Among the songs to be featured in the Banquet entertainment will be selections from My Fair Lady, the Merry Widow Waltz, Cuddle Up A Little Closer, and many others, old and new, light and sweet, and rock and roll melodies. The names to be named in the professional entertainment skit will be familiar to all canners. And the events which will be remembered are events that have made the life of the industry.

## Winter Vegetable Production Reported Slightly Below '56

The production of winter vegetables in 1957 is now expected to be about 7 percent less than in 1956, but 3 percent above average, according to the Crop Reporting Board of USDA. Primary causes of the decline from last winter's level are drought and a shortage of water for irrigation in Texas.

The sharpest reductions in production from 1956 are for beets, cabbage, carrots, and lettuce. Smaller crops of lima beans, broccoli, celery,

shallots, and spinach are also indicated.

Increases in production over last year are expected for artichokes, brussels sprouts, cauliflower, sweet corn, cucumbers, escarole, green peppers, and tomatoes.

### U. S. Advises on Proposals for European Common Market

Belgium, France, the German Federal Republic, Italy, Luxembourg, and the Netherlands have been engaged in negotiation with a view to establishing a common market among them. The common market would involve the elimination of substantially all of the barriers to trade among these six countries and the establishment by them of a common external tariff toward outside countries.

The United Kingdom has expressed a desire to associate itself with the envisaged six country common market in a free trade area relationship. Under this arrangement barriers to trade between the UK and the six countries of the common market would be eliminated on a wide range of products. However, the UK would continue to maintain its own tariff against countries outside the free trade area and the six countries of the common market would be the same with their unified tariff.

Other Western European countries have indicated an interest in associating themselves with these arrangements on a basis similar to that of the UK.

Following is a statement of United States policy with respect to the proposed European Common Market and Free Trade Area, as announced by the U. S. Department of State on January 15. This is a summary of views which has been communicated to the governments concerned:

"The attitude of the United States with respect to current Western European proposals for a common market and free trade area is determined by two traditional policies of the United States Government: Our consistent support of moves to further the political and economic strength and cohesion of Western Europe within an expanding Atlantic Community, and our long-standing devotion to progress towards freer non-discriminatory, multilateral trade and convertibility of currencies.

"It is in the light of these complementary objectives that the United States welcomes the initiatives for a common market and free trade area in Western Europe. The details of the common market treaty are being worked out in negotiations now taking place in Brussels among Belgium,

France, the German Federal Republic, Italy, Luxembourg, and the Netherlands; the governments of these countries have indicated that it is their intention that the common market which they envisage should result in the expansion of their trade not only with each other but also with other countries.

"A European common market based on provisions which hold the promise of attaining this objective will have the support of the United States. This would be consistent with United States support of such arrangements as the General Agreement on Tariffs and Trade and the Articles of Agreement of the International Monetary Fund, both of which have as their objective the expansion of non-discriminatory multilateral trade.

"Certain aspects of the common market arrangements will be of particular interest to the United States Government: those relating to agriculture, those having a bearing on the liberalization of import controls affecting dollar goods, and measures both public and private which bear on international trade. The European market for agricultural exports from the United States is important and we will wish therefore to study carefully the possible impact of common market arrangements on it. The progress which Western European countries have made in recent years in liberalizing imports from the dollar area has been encouraging; it is hoped that this progress will be continued as rapidly as the circumstances permit. Since the six countries are also participants in the General Agreement on Tariffs and Trade it is assumed that such import restrictions as may be found necessary to maintain will be consistent with the standards of the General Agreement.

"The United Kingdom has made known its preliminary decision to associate itself with the common market countries in a free trade area arrangement. The association of the United Kingdom in such an arrangement would further strengthen the unity of the Atlantic Community and the free world. The United States hopes that such free trade area arrangements as may be concluded among the proposed common market, the United Kingdom and other OEEC countries would also encourage the expansion of international trade from which all of the free world countries, and not only those participating in the common market and free trade area, would benefit.

"In summary it is our hope and expectation that the negotiations on the common market and free trade area will be carried forward and concluded in such a manner that from these European initiatives will come a new contribution to the unity and prosperity of Europe and the Atlantic Community, and to the welfare of the entire free world."

### Pack of Canned Meat

The quantity of meat canned and meat products processed under federal inspection during the month of December has been reported by the Agricultural Marketing Service of USDA at 186,718,000 pounds, including quantities for defense.

#### CANNED MEAT AND MEAT PRODUCTS PROCESSED UNDER FEDERAL INSPECTION, DECEMBER, 1956

	3 Lbs. Under & over 3 Lbs.	Total (thousands of pounds)
Luncheon meat.....	16,430	14,274 30,704
Canned hams.....	21,947	547 22,494
Beef hash.....	320	6,068 6,388
Chili con carne.....	641	9,550 10,192
Vienna sausage.....	75	4,938 5,013
Frankfurters and wieners in brine.....	8	362 369
Deviled ham.....		618 618
Other potted and deviled meat products.....		2,841 2,841
Tamales.....	229	2,985 3,214
Sliced, dried beef.....	20	265 285
Chopped beef.....	3	1,332 1,335
Meat stew.....	201	10,574 10,775
Spaghetti meat products.....	75	5,263 5,338
Tongue (not pickled).....	81	160 242
Vinegar pickled products.....	878	1,348 2,226
Sausage.....		1,677 1,677
Hamburger.....	183	2,741 2,923
Soups.....	1,075	42,595 43,670
Sausage in oil.....	236	176 412
Tripe.....		470 470
Brains.....		190 190
Livers & pluckies.....	2,780	175 2,955
All other products 20% or more meat.....	1,115	6,608 7,723
All other products less than 20% meat (except soup).....	2,311	16,113 18,424
Total all products.....	48,609	131,870 180,479

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 186,718 thousand pounds.

### USDA Raises Sugar Quota

USDA on January 11 announced an increase in its estimate of domestic sugar requirements and raised the sugar consumption quotas for 1957 from 8.8 to 9.0 million tons.

The action was one of several announced by the USDA in an effort to prevent further rises in domestic sugar prices.

### Calif. Processors and Growers

George Coley of Schuckl & Co., Inc., Sunnyvale, has been elected president of California Processors and Growers, Inc.

W. Harlow Waggoner of Santa Clara Packing Co., San Jose, was elected vice president, and John W. Bristow, Oakland, was reelected executive vice president.

## Acreage Intentions Down for Winter and Spring Spinach

The 1957 acreage of winter and spring spinach for processing in Texas and California is expected to total 13,000 acres, according to the Crop Reporting Board of USDA. Such an acreage would be about 3 percent less than that planted in 1956 and 12 percent below the 1949-55 average for these two states.

The acreage in Texas for winter harvest for processing is expected to be 20 percent less than the 1956 winter acreage and only about half of the average. Because of the active early season demand for fresh market spinach, processors have received no spinach to date, the USDA report said. The quantity finally received will be dependent on market conditions.

The acreage planted in California for early spring harvest is expected to exceed last year's acreage by 4 percent and the 1949-55 average by 17 percent. In California virtually all acreage has been contracted. The long period of dry weather there was broken by a rain in coastal sections early this month and spinach was one of the crops benefited.

Seasonal Group and State	1956 Planted (acres)	1956 Harvested (acres)	1957 Pro- spective (acres)
Winter:			
Texas.....	4,000	4,000	3,200
Early spring:			
California.....	9,400	8,600	9,800
Total.....	13,400	12,600	13,000

## Canned Foods Nuclear Tests Publicized in Great Britain

English news and trade papers have been giving considerable publicity to the exhibit of photos and samples depicting the favorable showing of American canned foods under nuclear test that have been on display at the Canned Foods Advisory Bureau in London. The N.C.A. Research Laboratory and the Information Division provided the Bureau with materials for the exhibit, as reported in the INFORMATION LETTER of November 24, 1956.

The Bureau has advised the N.C.A. that in the several months since the exhibit was installed it has attracted a great number of visitors. Captain F. C. Rooke, Director of the CFAB Public Relations Division, also reports he has used the N.C.A. material in a great number of public talks

throughout England, and has enclosed a photostat of one page from a scrapbook of clippings of typical write-ups that have appeared in the British press. The photostat shows use of the material in the following overseas publications: *Canning and Packing*, *Tin, Metal Bulletin*, *Caterer's Association Bulletin*, *Store*, *Channel Islands Retailer*.

In the exhibit on Wigmore Street, a prominent London thoroughfare, and in the published stories, full credit is given to the N.C.A. for the information and assistance.

## Publicity for Canned Corn Indicated by Clippings

Through clippings, and tearsheets sent by food editors, the N.C.A. Consumer Service Division reports that canned corn is getting good coverage in metropolitan newspapers over the country. In addition to those that have been previously listed, tearsheets received the past week include recipes, stories, or information about canned corn as follows:

The *New York Times*; The *Arkansas Democrat*, Little Rock, Ark.; The *Montreal (Canada) Star*; *Boston Record-American*; The *Kalamazoo (Mich.) Gazette*; *Los Angeles Mirror-News*; and in a syndicated feature supplied 37 West Coast newspapers.

The Sunday supplement magazine, *Family Weekly*, which is nationally distributed with 154 newspapers, had canned corn recipes and a color photograph in the January 20 food section. The February issue of *True Story* magazine included corn in a food article, *Better Homes and Gardens* magazine used canned corn in recipes, menu suggestions and in a special article "In the Beginning . . . A Can of Corn."

January issues of the following institutional magazines had material on corn: *Institutions* magazine featured an article "It's Not Any Secret: Corn Is Still King" and listed it in plentiful foods with menu suggestions. *Institutional Feeding & Housing* magazine also listed it as a good buy, and *Restaurant Management* magazine mentioned canned corn as a 1957 good buy as well as including it in a menu.

The Poultry and Egg National Board featured a photograph and recipe that used canned corn in a January publicity release, and on television. Corn Pudding was suggested in a menu in one of the releases of the Rice Consumer Service.

## Tomatoes and Corn Featured in Macfadden Publications

In three of the Macfadden Publications' magazines for February, Esther Foley, home service director, features recipes using canned tomatoes and corn.

*True Experience* magazine devotes its food section to a feature "Men Like Barbecue Flavor." Each of the six recipes used tomato products. The recipes included were submitted by readers to the Home Service Director, Esther Foley, and won contributors \$5 each when they were selected for publication.

The recipes are "Creole Barbecue Sauce," "Glorified Beef Barbecue," "Barbecued Chuck Steak," "Barbecued Franks," "Barbecued Chicken," and "Barbecued Spare Ribs." The tomato products used include tomatoes and tomato paste, each of which is used in a recipe; and catsup, tomato puree, and chili sauce, each of which is used in two recipes. The article is illustrated with a large photograph showing a young homemaker at the kitchen range preparing barbecue sauce, and another smaller photograph of "Glorified Beef Barbecue" ready to serve.

Canned tomatoes or corn are combined with sausage in three of the four recipes given in the article "When the Wind Blows Cold Serve Sausage" in *True Story* magazine. Whole kernel corn is used in the recipe "Scalloped Corn and Sausage," and canned tomatoes appear as an ingredient in "Poodle Pups" and "Mexican Skillet Supper."

In *True Love Stories*, Miss Foley's February article is entitled "Everyone Loves Pancakes!" and uses numerous canned foods. In the six recipes of sauces to serve over or as a filling for rolled pancakes the following canned foods are used: tomatoes, tuna, salmon, red kidney beans, Spanish rice, and peas.

## Canners Asked To Reserve Time for Convention Sessions

The Convention Program Committee requests that members in attendance at the 50th Anniversary Convention reserve the hours of 10 to 12 daily from Saturday, February 16, through Tuesday, February 19, for attendance at the four important general sessions of the N.C.A.



## N.C.A. Home Economist Wins Top Prize in Recipe Contest

A sea food recipe submitted by Katherine R. Smith, Director of the N.C.A. Consumer Service Division, has won for her favored organization a first prize of \$100 awarded by the Mayflower Hotel of Washington, D. C.

The Mayflower Hotel and Donna Douglas of WTOP-TV jointly sponsor a recipe-of-the-month contest which is open to members of organizations in the Washington, D. C., area. Recipes sent to Miss Douglas are judged by Nicholas Marchitelli, famous chef of the Mayflower.

Miss Smith's recipe won the prize for January. C. J. Mack, vice president and general manager of the Mayflower, has stated that the recipe, "Triton's Triumph," will be featured on dining room menus and also will be publicized in various trade magazines. It will also be sent out nationally in a publicity release to 600 women writers by Pat Fair, publicist for the Mayflower. Miss Douglas announced the award on her television show and has offered the recipe to viewers upon request.

Miss Smith named, to receive the \$100 prize, the District of Columbia Home Economists in Business for its scholarship fund, for girls entering college to study home economics.

## N.C.A. Activities Described

The functions of the N.C.A., and particularly the work of the Consumer Service Division, were described in a talk by Moselle Holberg, Assistant Director, to 60 junior and senior high school girls in the careers class at Marymount School in Arlington, Va., January 9.

Miss Holberg pointed out the many fields of home economics that are covered in the activities of the Consumer Service Division, such as journalism, food photography, education, public relations, and test kitchen work.

## Newcomb Succeeds Graaskamp

F. B. Newcomb, formerly manager of sales for the American Can Company's Central division, has been elected vice president in charge of that division, it is announced by W. C. Stolk, Canco president. Mr. Newcomb succeeds L. W. Graaskamp, who has retired as vice president and a director but who will continue to serve the company as a consultant.

Mr. Newcomb joined Canco's merchandising specialties division in 1935,

following 12 years of experience in the advertising agency and publication fields. He became a salesman in 1941 and two years later was named assistant to the plant manager of American Case Cup Corp., a wartime Canco subsidiary. He was appointed Chicago district sales manager in 1947 and manager of Central division sales in 1952.

## USDA Begins Publication of Frozen Food Findings

The results of an eight-year study on time-temperature tolerance of frozen foods, conducted by the Western Utilization Research Branch of the USDA, were summarized at a conference held in Albany, California, July 30-August 1, 1956. (INFORMATION LETTER No. 1597, Aug. 18, 1956, pages 281-282). The general nature of the findings was indicated in releases issued at that time, but detailed results were withheld for later publication.

Three articles just published in the January, 1957, number of *Food Technology*, begin the series of detailed USDA reports which, it is indicated, will appear at intervals during the next several years. Eventually, it is expected, a full review of the entire investigation will be brought together, possibly as one or more USDA bulletins.

Appearing under the general title, "The Time-Temperature Tolerance of

Frozen Foods," the three articles are subtitled "I. Introduction—The Problem and the Attack," "II. Retail Packages of Frozen Peaches," and "III. Effectiveness of Vacuum, Oxygen Removal, and Mild Heat in Controlling Browning in Frozen Peaches." When complete the series will cover the various fruits, vegetables, poultry products, and specialties included in the study. The information so developed is expected to furnish a basis for definition of best practice at all stages of storage, transportation, and retail distribution of frozen foods.

## USDA Buys More Grapefruit

Offers for an additional supply of 197,000 cases of canned grapefruit sections have been accepted by USDA for distribution under the National School Lunch Program. Purchases, announced on January 10, include 142,000 cases of 12/No. 3 cylinder cans at net prices ranging from \$4.36 to \$4.53, averaging \$4.467 per case; and 55,000 cases of 24/2's at net prices ranging from \$3.54 to \$3.625, averaging \$3.592 per case.

The grapefruit sections were purchased with Section 6 funds and will be shipped from Florida during the period January 27 through March 16 to schools participating in the school lunch program.

Purchases of this product have now been completed USDA said. Purchase of 196,000 cases was announced last December 13.

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